Clean R code

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Agenda

- Short intro

- Work together through examples

- ~ 30 minute blocks
  - review task together
  - work in pairs
  - discuss together

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Clean code

Easy to understand

- meaningful names
- details hidden

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Easy to work with

- No duplications

- 1 function does one thing

Code block ⟷ **User logic**

Emarsys

The largest independent marketing platform in the world

- ~ 2000 clients (businesses)

- ~ 2 billion people reached on multiple channels

- Most of R&D (all data science) in Budapest

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Data: home locations of our clients' contacts

client_id	country_code	city	long	lat	num_contact
123	HU	Budapest	19.1	47.5	1256
123	GB	London	-0.1	51.5	9888
456	DE	Berlin	13.4	52.5	33664
456	DE	Munich	11.57	48.14	77666
456	GB	London	-0.1	51.5	42

Farewell

Feedback form

https://tinyurl.com/clean-R-code-2018

Repo with workshop materials:

https://github.com/czeildi/erum-2018-clean-r-code

@czeildi, @paljenczy (+ special thanks to @szeist)

Robert C. Martin: Clean Code

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